



CENTENNIAL COMMITTEE

The Centennial Committee is established to plan and recommend fun-filled and educational events in the City to celebrate the City's first 100 years. Full committee and Sub-committee meetings are held on the fourth Monday of each month at 7:00 p.m. at the Torrance Chamber of Commerce. All meetings are open to the public. Those who wish to speak on any matter on the agenda are asked to complete a "Speaker Information" card (available at the meeting) and relay it to the staff before leaving the meeting.

Staff reports are available for review in the City Clerk's Office. Direct any other questions or concerns to staff liaisons, Fran Fulton, Eleanor B. Jones or Gesuina Paras, at 310-618-5880. Agendas are posted on the City of Torrance web site at www.TorranceCA.Gov.

In compliance with the Americans with Disabilities Act, if special assistance is needed to participate in this meeting, please call 310-618-2967. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28CFR 35.102-104 ADA Title II].

HOURS OF OPERATION

**Monday through Friday from
7:30 a.m. to 5:30 p.m.**

**Offices are closed alternate
Fridays.**

CITY OF TORRANCE CENTENNIAL COMMITTEES

FULL COMMITTEE

SUBCOMMITTEES: • Events • Finance • Fundraising
• Marketing • Media/PR/Outreach

**TORRANCE CHAMBER OF COMMERCE
3400 TORRANCE BOULEVARD
TORRANCE, CALIFORNIA 90503**

**Monday, May 9, 2011
7:00 p.m.**

A G E N D A

1. CALL TO ORDER

2. ROLL CALL

3. FLAG SALUTE

4. ORAL COMMUNICATIONS #1 (Limited to a 30-minute period)

Comments on this portion of the agenda are limited to items not on the agenda and to no longer than three (3) minutes per speaker. Under the provisions of the Brown Act, the Committee is prohibited from taking action or engaging in discussion on any item not appearing on the posted agenda.

5. INTRODUCTIONS

6. CHAIR'S REMARKS

7. FULL COMMITTEE WORK

- A. For approval
 - 1. Minutes 4/25/11
- B. "Lights, Camera, Action" cards
- C. All America City update
- D. Attendance at upcoming events

8. ORALS

- A. Comments from committee members
- B. Announcements/Updates

9. SUB-COMMITTEE WORK

A. Events

- 1. Approval
 - a. Any new submitted events
- 2. Discussion
 - a. Approved events

B. Finance

- 1. Discussion
 - a. PayPal account
 - b. Selling of merchandise at the Block Party
 - c. Update expenses and donations

- d. Project budget needs for events
- e. Meet with subcommittees to coordinate website and event sales

C. Fundraising

- 1. Sponsors
 - a. Tier II
 - b. Sponsor levels and benefits
- 2. Time Capsule/Bricks
 - a. Timeline
 - b. Brick sales, how, when and accounting
- 3. Booth
 - a. What can we supply? Forms, sponsor promotion?

D. Marketing

- 1. Discussion
 - a. Review next round of purchases
 - b. Assign members to help create promotional budget for approval by full committee at May 23 meeting.
 - c. Pop-up tent
 - 1. Accessories for tent
 - 2. Budget estimates related to pop-up tent
 - d. Review receipts
 - 1. Centennial pins
 - 2. Table and chairs

E. Media/PR/Outreach

- 1. Discussion
 - a. *Torrance Magazine* article
 - b. Website
 - c. Facebook
 - d. Press release

9. ADJOURNMENT

- A. Next meetings:
 - Monday, May 23, 2011, Executive Committee at 5:00 p.m.
 - Monday, May 23, 2011, Full & Sub-Committees at 7:00 p.m.
 - Monday, June 13, 2011, Executive Committee at 5:00 p.m.
 - Monday, June 13, 2011, Full & Sub-Committees at 7:00 p.m.